

# Dashboard Report

Period 8 2024/25

13<sup>th</sup> October – 9<sup>th</sup> November 2024



CALEDONIAN  
SLEEPER

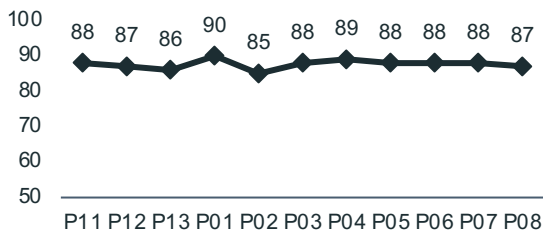
# Caledonian Sleeper Passenger Satisfaction

Rail Period 08: 13<sup>th</sup> October – 9<sup>th</sup> November 2024

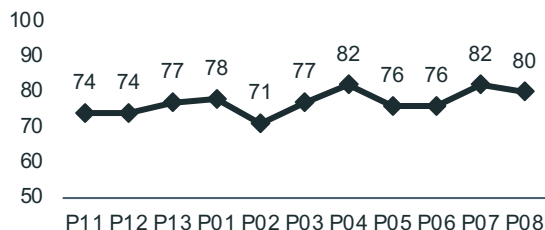
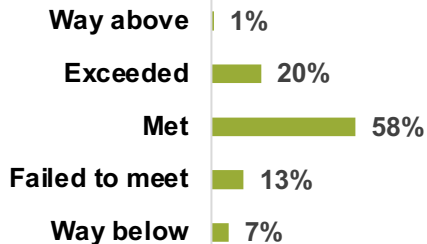
## Overall journey experience



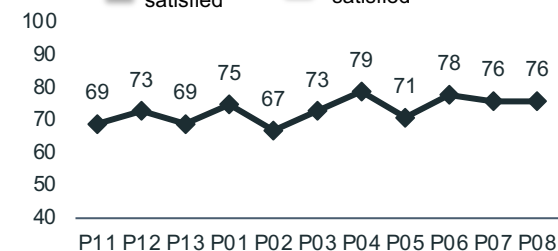
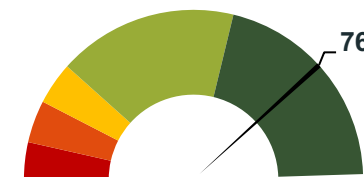
Ave – 3.8



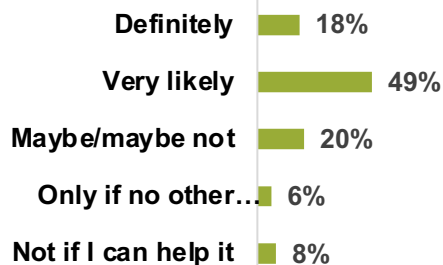
## Expectation



## Overall satisfaction



## Likelihood of future use



## Net Promoter Score

26



	Lowlander	Highlander
Journey experience	76%	95%
Met / Above expectation	67%	88%
Overall satisfaction	58%	88%
Net Promoter Score	2	41
Future Use	50%	78%

Sample size: 215 (Lowlander 86, Highlander 129)



# Caledonian Sleeper Passenger Satisfaction

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## Expectations of the journey

### Top five:

- 57% Looking forward to the experience
- 40% Sufficiently well informed about the journey ahead
- 32% Relaxed
- 31% Excited
- 30% Looking forward to bed

### Bottom five:

- 5% Concerned about other passenger's possible bad behaviour
- 4% Anticipating a sociable evening
- 3% Anxious or nervous
- 2% Concerned I might have someone sharing my room/in the next seat
- 2% Worried we might be late

## Journey Experience

(% 3-5 star rating)

87% **Experience overall**

### Making me feel...

- 90% welcomed
- 87% looked after
- 85% relaxed
- 80% comfortable
- 74% I had a good night's sleep
- 87% Room rating
- 100% Club Car rating

## Summing up the experience

### Top five:

- 45% Efficient
- 44% Practical
- 36% Functional
- 31% Memorable
- 29% Relaxing

### Bottom five:

- 5% Distressing
- 4% Chaotic
- 3% World Class
- 2% Reviving
- 1% Boring

Sample size: 215

